



SOCIAL MEDIA GUIDELINES FOR PARTNERS

We would love to connect with you over social media! It's a great way for us to continue to promote the work you do to the broader arts community. Please keep in mind that we have over 300 community partners, so it can be hard to track them all. Here's how you can help us follow the work you are doing:

FACEBOOK

Check out our page at www.facebook.com/SeattleArts and **Like us**.

When you are using Facebook to promote your Office of Arts & Cultural Affairs supported events, please **tag us in your post**. When you tag us, we are notified, and it allows us to find your posts, so that we can comment, like and share them.

To tag our Office, first make sure that you've liked our page. Then in the text area **use the "@" symbol** and start to type our name – our page will pop up in a drop down menu for your selection. Voila!

Example: "Our show opens in one week – get your tickets now! Thanks to @Seattle Mayor's Office of Arts & Cultural Affairs for their support"

Please note – our name changed to Seattle Office of Arts & Cultural Affairs (no "Mayor's") and we are in the process of getting our Facebook name updated. Meanwhile, please continue to use this name.

TWITTER

Follow us on twitter @SeaOfficeofArts.

When you are using Twitter to promote your OACA supported event, **tag us in your tweet**. Do this with our handle, @SeaOfficeofArts, within your 140 characters. We'll be notified and then we can re-tweet or respond.

You may also want to use a **hashtag** in your tweets. Anybody who follows that hashtag will then have access to your tweets, even if they don't already follow you. Popular hashtags are #artSEA or #SeattleArt and tags specific to your genre, like #comedy or #ballet.

PROMOTIONAL MATERIALS

Please remember to send any promotional materials that you have produced (press releases, postcards, brochures, etc.) to your Project Manager at the Office of Arts & Cultural Affairs. These items should include the Office of Arts & Cultural Affairs name and/or logo (logos can be downloaded here: www.seattle.gov/arts/aboutus/logos.asp). We recommend circulating these items at least two weeks prior to your event to increase awareness and attendance.

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